

ANDREA GAINI

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ABOUT ME

Award-nominated journalist with two years' experience writing and editing [print](#) and [digital](#) publications. A team player, passionate about magazine craft and the cycle of production from writing to designing, editing and proofing. Skilled at writing clean and engaging copy, sub-editing, proofreading, using InDesign and Photoshop and optimising SEO. All examples of published work [here](#).

SKILLS

- Subbing and proofreading
- Copywriting tailored to specific publications and audiences
- Professional InDesign experience
- SEO optimisation, CMS, Google Analytics
- Organisation and quick-learning
- Excellent communication skills, fluent in English and Italian
- Podcast and video editing

ACHIEVEMENTS

- PPA Newcomer of the Year 2022 nomination
- Best Student Publication in Wales 2019
- Best Section Editor 2018/19

TRAINING

- Sub-editing [course](#)
- [Social media](#) marketing course

EDUCATION

MA MAGAZINE JOURNALISM

CARDIFF UNIVERSITY | MERIT

BA JOURNALISM AND POLITICS

CARDIFF UNIVERSITY | 2:1

EXPERIENCE

STAFF WRITER

MATERIALS WORLD | JANUARY '21 - CURRENT

- Researching, pitching and writing news stories and features for the print magazine and website
- Proofreading and sub-editing features and news articles, making changes on pages using InDesign and collaborating with designers
- Optimising SEOs and using keywords for higher searchability
- Publishing articles online using CMS
- Creating graphics and writing captions for social media posts
- Helping training new starter staff writer

EDITORIAL ASSISTANT

RUNNER'S WORLD UK | APRIL '20 - JUNE '20

- Researching and writing 40+ news stories and features in [print](#) and [online](#), interviewed industry experts and professional runners
- Editing, adding keywords and uploading articles to the website via CMS
- Assisting editorial team with tasks such as editing podcast [episodes](#) for the *Runner's World Podcast*, and videos for social media
- Received 60,000 page views using keywords and optimising SEO on CMS

EDITOR AND WRITER

ONETRACK RUNNING CLUB | SEPTEMBER '20 - JANUARY '21

- Writing online [articles](#) for a London-based running club
- Conducting audience research using Google Trends and Google Analytics, to find keywords and sourcing possible stories
- Writing and subbing content for their Instagram, Twitter and LinkedIn pages

EDITORIAL INTERN

WALES BUSINESS INSIDER | JULY '20

- Researching, pitching and writing features for the print magazine
- Proofreading and editing content before it went to print
- Interviewing industry experts, CEOs and managers at Welsh companies in the technology and food sectors